

We claim:-

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1. A method of delivering an interactive application to a plurality of target platforms, the method comprising providing a set of application components; converting the set of application components into a plurality of streams of broadcast data, each stream of broadcast data conforming with a respective target platform; and delivering each stream of broadcast data to its respective target platform.
- 10 2. A method according to claim 1 further comprising manually inputting real-time application data; converting the real-time application data into a plurality of streams of real-time broadcast data, each stream of real-time broadcast data conforming with a respective target platform; and delivering each stream of real-time broadcast data to its respective target platform.
- 15 3. A method according to claim 1, further comprising storing the application components and/or real-time application data in a data store; and retrieving the application components and/or real-time application data from the data store before converting it into a stream of broadcast data.
- 20 4. A method according to claim 1, wherein the step of converting comprises translating, substituting, selecting, time managing, or adapting for different data transmission mechanisms.
- 25 5. A method according to claim 1, further comprising receiving and processing return data from one or more of the target platforms.
- 30 6. A method according to claim 5 wherein the application comprises a game and the return data comprises game-play input.
- 35 7. A method according to claim 1, wherein each target platform comprises a broadcast network and an application processor, and wherein the delivering step comprises

broadcasting the \ stream of broadcast data to the application processor via the broadcast network.

8. A method according to claim 7 further comprising interrogating the application processor to determine the 5 data capabilities of the application processor; and downloading data from the stream of broadcast data in accordance with the determined data capabilities of the application processor.

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9. Apparatus for delivering an interactive application to 10 a plurality of target platforms, the apparatus comprising a system for providing a set of application components;

15 a plurality of broadcast systems interfaces each converting the set of application components into a respective stream of broadcast data, conforming with a respective target platform; and

a system for delivering each stream of broadcast data to its respective target platform.

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